

## Revised 5-12-95

2041602677

[illegible]

Total Space \$(000)	Total Prod (Net) \$(000)
\$48.8	\$7.6
\$12.6	\$0.2
\$15.8	\$10.5
\$24.0	\$4.6
\$14.2	\$0.2
\$21.5	\$0.0
\$18.3	\$0.6
\$7.9	\$0.0
\$29.7	\$10.5
\$29.0	\$0.0
\$26.8	\$5.6
\$30.8	\$4.0
\$13.6	\$2.6
\$31.4	\$6.3
\$91.3	\$11.3
\$68.5	\$11.3
\$29.8	\$8.1
\$8.4	\$7.9
\$46.4	\$22.7
\$2.0	\$0.0
\$97.9	\$4.3
\$2.0	\$0.0
\$9.8	\$14.8
\$60.1	\$22.1
\$71.4	\$10.6
\$30.5	\$7.0

Philip Morris - Dave's  
Test Print Plan  
Seattle Sales Area

2041602678

Revised 5/12/95

Publication (P4CB-Unless

Noted as Insert)

**Sports**

Sporting News (Jr. P4CB)

Inside Sports

Sport

Sports Illustrated

**Science/Photography**

Popular Photography

OMNI

**Generation X**

Spin

**General Interest**

People

Life

Country America

**Women's General Interest**

Cosmopolitan

True Story

Soap Opera Digest

**Local Print Opportunities**

PSP Basketball: Supersonics

Seattle Weekly/EastsideWeek

The Stranger

**Enhanced Plan - Sports Programs**

PSP Football - SeaHawks

PSP Baseball: Mariners

PSP Basketball: Supersonics

Minor League Baseball: Bellingham Giants

Minor League Baseball: Tacoma Rainiers (1x/week)

Horse Racing: Yakima Meadows Program

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total	Total
Space	Prod	Space	Prod	Space	Prod	Space	Prod	Space	Prod	Space	Prod	Space	Prod
	PI											\$36.8	\$0.0
		Insert										\$30.8	\$3.3
	Insert											\$13.4	\$0.4
	PI	I										\$61.7	\$0.1
	Insert											\$18.0	\$8.1
	Insert											\$12.0	\$2.5
	Insert											\$18.2	\$15.2
	PI	I										\$90.3	\$1.7
	Insert											\$39.9	\$0.1
	Insert											\$18.5	\$42.6
	Insert											\$63.2	\$4.2
	Insert											\$17.4	\$1.9
	Pre-Int	Insert										\$43.9	\$19.3
												\$5.0	\$0.0
												\$30.4	\$0.0
												\$9.6	\$0.0
												\$3.5	\$0.0
												\$8.1	\$0.0
												\$4.5	\$0.0
												\$0.8	\$0.0
												\$9.0	\$0.0
												\$11.0	\$0.0

Oppor. - must  
move quickly

Philip Morris - Dave's  
Test Print Plan  
Seattle Sales Area

2041602679

Revised 5 12 95

Publication (P4CB-Unless

Noted as Insert)

Enhanced Plan - Additional Titles

New Woman

Country Music

New Country

Huh

Automobile

Hunting

Total Additional Titles & Sports

Total Seattle Sales Area:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Space	Total Prod (Not)
26 5 9 15 23 31	6 13 20 27 5 12 19 26	3 10 17 24 31	7 14 21 28 5 12 19 26	1 8 15 22 29 6 13 20 27	4 11 18 25 1 8 15 22	10 17 24 31 7 14 21 28	14 21 28 3 10 17 24	18 25 1 8 15 22 29 6 13 20 27	25 1 8 15 22 29 6 13 20 27 3 10 17 24	31 7 14 21 28 4 11 18 25 5 12 19 26	27 4 11 18 25 3 10 17 24		
												\$9.1	\$0.0
												\$3.2	\$3.2
												\$0.4	\$3.0
												\$0.4	\$3.0
												\$7.1	\$1.0
												\$2.9	\$0.0
												\$60.0	\$10.2
												\$1,383.8	\$282.2

Can break out  
distribution

DAVE'S  
TEST NEWSPAPER PLAN  
SEATTLE SALES AREA

2041602680

Revised  
5/12/95

Print:

Newspapers (1/2 Page B&W, Sports Section):

2 Insertions in A County:

- Tacoma News Tribune (Tacoma ADD)
- Seattle Post Intelligencer

3 Insertions in B&C County:

- Bellingham Herald (Bellingham Market)
- Olympian (Olympia Market)
- Everett Herald (Everett Market)
- Bremerton Sun (Bremerton Market)

- Seattle Post Intelligencer SeaHawk Weekend Update (1/2 P&C)

Newspaper Total: Seattle Sales Area:

FSI A&B County (Full Page Four Color)

FSI A&B County (1/2 Page Four Color)

FSI's C&D County Program (2 P&C Insert)

Weekly Suburban FSI (2sided 4C)

USA Weekend (Queen Page 4C)

A County ROP Coupon (1/2 PB&W, Sports Section)

B&C County ROP Coupon (1/2 PB&W, Sports Section)

GRAND TOTAL:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total \$
2 9 16 23	30 6 13 20 27	5 12 19 26	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	(\$000)
Pre-Intro												
Brand Copy												
1x/week												\$7.3
1x/week												\$13.5
												\$4.6
												\$5.1
												\$5.3
												\$3.5
												\$182.0
												\$221.4
												\$4.6
												\$4.6
												\$4.2
												\$77.0
												\$51.1
												\$20.9
												\$12.3
												\$396.0

\* Seattle Times does not accept tobacco advertising

P=Queen Page C=Coupon PI=Pre-Introductory Queen Page

\$ 36,000  
for Valleys  
vs. News America  
but will reach C/D city.